

Message Text

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64

ACTION COME-00

INFO OCT-01 EUR-25 ADP-00 EB-11 USIA-15 CIAE-00 INR-10

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----- 027261

R 071743Z AUG 73

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 3166

UNCLAS LONDON 09087

FOR COMMERCE/OIM

E.O. 11652: N/A

TAGS: BEXP

SUBJECT: LTC 2ND HALF FY 75 PROGRAM

REF: A) STATE A-5892; B) LONDON 8820

1) JANUARY: DATA COMMUNICATIONS ALREADY RECOMMENDED (REF B) IN LIEU OF PROPOSED OIM THEME ELECTRO-OPTICS & LASERS MARCH. WE SUGGEST LATTER THEME BE MOVED TO APRIL SLOT.

2) FEBRUARY: ANALYTICAL & RESEARCH LABORATORY INSTRUMENTATION. JUSTIFICATION: A) INDUSTRY & DISTRIBUTION NETWORKS CONSIDER THEME HIGHLY VIABLE & AGENTS VERY WILLING PARTICIPATE; B) SAME SOURCES RECOMMENDED THAT CLINICAL ASPECT BE EXCLUDED SINCE TWO DIVERSE AUDIENCES WHICH SHARE NO REAL TECHNOLOGICAL INTERESTS AND REQUIRE SEPARATE TREATMENT PROMOTIONALLY ARE INVOLVED; C) THEME WILL INCORPORATE OIM PROPOSAL CHROMATOGRAPHY/SPECTROSCOPY, WHICH IS REGARDED AS TOO NARROWLY BASED TO STAND ALONE; D) NO LTC UTILIZATION THEME PER SE SINCE DECEMBER '65 BUT INCLUDED SEVERAL INSTRUMENT SHOWS, LAST BEING NOVEMBER '71 & PREVIOUSLY DECEMBER '67. E) POST CONCURS TIMING - PRECEDES LABEX (INT'L. LABORATORY APPARATUS/MATERIALS) LONDON APRIL 14-18. ALTEX BIENNIAL DUE FEBRUARY '76.

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3) MARCH: ELECTRO-OPTICS/LASERS. WE SUGGEST THAT THIS SHOW BE MOVED TO APRIL SLOT AND THAT NO SHOW BE SCHEDULED FOR LTC IN MARCH.

4) APRIL: OIM SUGGESTED THEME TELECOMMUNICATIONS (DATA COMMUNICATIONS) ALREADY PROPOSED PER REF. B FOR JANUARY SLOT. WE SUGGEST ELECTRO/OPTICS LASERS BE MOVED TO APRIL SLOT. THIS SHOW WAS SUCCESSFUL IN NOVEMBER 1972 LTC EXHIBITION AND LOCAL INDUSTRY POLL INDICATES HIGH INTEREST IN A REPEAT PERFORMANCE. WE SEE NO LOCAL CONFLICTS FOR THIS EVENT.

5) JUNE: OIM THEME COMPUTER AIDED DESIGN/GRAPHICS BELIEVED UNSUITABLE DUE TO TIMING. IF DATA COMMUNICATIONS HELD IN JANUARY 1975 AND CAD/GRAPHICS IN JUNE 1975, THIS WOULD MEAN SUPPORTING TWO LARGE SCALE LTC PROMOTIONS ON COMPUTERS WITHIN SIX MONTHS. AS SUBSTITUTE, WE SUGGEST HIGH PERFORMANCE MATERIALS. RECENT RESEARCH STRONGLY RECOMMENDS THIS SHOW AND WE CONCUR.

6) DUE EXTENT FORWARD PROJECTION, POTENTIAL CONFLICTS IDENTIFIED ONLY IN LIGHT OF INFO AVAILABLE TO DATE.
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Message Attributes

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